

**TRANSITION TO ADULT LIVING
IMPLEMENTATION TEAM MEETING
AUGUST 4, 2004
MINUTES**

WELCOME

Richard Anderson welcomed the group and announced that there would be a slight change in the agenda—a demonstration of the new Website.

WEBSITE DEMONSTRATION

Kelly Colopy outlined the information and links that are still needed in order to complete the website. This information included such things as: rights of foster children, list of caseworker contacts, foster parent information, first aid classes and tips, parenting sites, insurance coverage, etc.

Kelly and Rich Rayl demonstrated what the layout of our new Website will include. They currently have about 100 links in the area of Education, Employment, Housing, Finances, Health, Food/Nutrition, Mental Health/Substance Abuse, Pregnancy/Parenting, Transportation, Social, Youth from Foster Care and Foster Parents. Content in these areas needs to be completed.

As soon as Task Group members complete their various “content” assignments, the information should be sent to Kelly for inclusion on the website.

The website will be a Utah State Government site and will be maintained at the Department of Human Services. This will add safety and credibility to the site.

MARKETING DISCUSSION

Richard Anderson introduced Brian Young from DWS and Adam Trupp from DCFS as the facilitators for the marketing discussion.

In the course of the discussion we learned that even among team members there is not a full understanding of all the assignments and accomplishments being made by other task groups. The Implementation Team, as a whole, doesn't have a clear view of the plan or model because it is still emerging.

We will need to phase-in any type of model and decide on a different approach as we market the initiative to various groups such as the youth, caseworkers, foster parents, mentors, allied agencies, legislators, the business community and the general public. We will need different approaches with each of these groups and will also be asking for different types of resources and help from the various groups.

There will be a combined Youth & Adult Summit on Independent Living on October 28th and 29th to report to the youth and interested partners what has been accomplished since the summit last summer. It was recommended that we present those parts of the plan that are ready to be implemented at that time.

This process will help us to market the plan as well as report back on commitments made last year. Valuable feedback will also be obtained that will help us to adjust current plans or tackle other tasks.

An assignment was given to the Task Group Chairs to look at the assignments and tasks their groups are currently working on, determine which tasks/ accomplishments are ready to be presented in October, decide WHO the target population is for each of the tasks, then send that information to Barbara Thompson by August 23rd. (barbarathompson@utah.gov) (This is very short turnaround time—so if it can't be done by then, please let Barbara know when the information can be ready.) Barbara and Amanda will get the information rolled-up into a marketing plan so the Implementation Team members can decide how to present this information to the people who attend the Summit in October.

As Task Groups prepare their marketing plans, please keep the following information in mind that was discussed during the meeting:

- Find other helpful community resources *
- Let the community know about our products *
- Make these efforts of value to youth in the future
- Increase community awareness about this population *
- Change behaviors among staff, foster parents, public and private allied agencies, general public—so that all are willing to help * (Market the pieces we have now.)
- Get the community on board...get their hearts involved. We want them to donate resources, get personally involved, volunteer, hire youth, rent to foster youth, de-stigmatize youth in care
- Change perception of youth in community so they invest in them.
- Help youth to want to use these services so they are not embarrassed.
- Use the leadership summit to report on and promote/improve services (make improvements annually)
- Youth involvement is the bedrock of success of programs—if they don't use it, it will fail.

* Things we could achieve if we market our current product.

WHO will we be marketing the plan to?

Youth

Caseworkers, Foster parents, mentors, (Internal System)

General Public, Business communities, Legislators (External Community)

Focus Groups and individual interviews with Youth

- How do we get youth to use all these services? What will work, what may need to be changed?
- How do we best get to them?

Youth Summit:

First day-present our ideas, (prototypes) educate partners, get feedback.

Second day-listen to what they have to say.

Overarching objective in marketing: Let the youth know they have a place to come back to for resources/help.

Marketing plan must have a strategy to publicize successes

Marketing plan different to each "Who". Focus changes—ability to change system to provide better services, ability to better use the system, ability to better support the system.

What are the outcomes you're seeking with your group and population? Talk about those things you are ready to market out of your group by October.

Outcomes—What do you hope it will look like when you achieve this step?

Goals—what do you need to get done to get to the outcomes?

Strategies—how/what steps will you take to achieve goal?

Chairs were asked to include in their marketing plan just the things they are ready to market and deliver by October.

OTHER:

Marie Christman passed around copies of the Local Program Agreement for the Pilot Program in Northern Region. Other regions should feel free to use this as a pattern for their local pathway development.

ADJOURN:

The meeting adjourned at 4:30pm.

NEXT MEETING—Wednesday, September 1, 2004, 2:30pm, Department of Human Services, Room 304

Implementation Team Members and Support Staff Attending:

Richard Anderson
Mike Richardson
James Anderson
Marie Christman
Vicki Cottrell
Richard Dimick
Barbara Feaster
Ron Harrell
Stephen Jardine

Lisa McDonald
Savania Tsosie
Richard Walker
Jane Broadhead
Kelly Colopy
Herman Hooten
Jane Lewis
Barbara Thompson

Excused:

George Delavan
Karl Wilson

Suzette Martellaro
Amanda Singer

Task Group Members and Guests Attending:

Bob Haywood
Thor Nilsen
Terri Harris
Ann Foster
Tim Holm
Eric Jenkins

Mike Beacco
Melissa Larsen
LeRoy Franke
Christina Athas
Bonnie Athas
Rosa McFarland